

# GRAND FALL OPENING SALE

## Tomorrow morning begins our grand fall opening sale . . . .

We have long been preparing for this great event and have scoured the markets in search of the new and novel to offer our patrons. Our whole store is fairly bristling with bright things. We were particular in making our prices to have them lower than everybody else's, and placed them so low as to leave no room for doubt. This great sale, in connection with our Great September Furniture Sale, will crowd this mammoth and beautiful store with shoppers from the basement to the sixth floor. We will make this sale one to be remembered and never to be forgotten by those in attendance. Words of commendation and praise will be heard on all sides for The People's Store.

Handsome Souvenirs Free to All— Grand Operatic Concert All Day and Evening— Handsome Souvenirs Free to All

## Grand Free Band Concert

Monday All Day and Evening by the Famous Military Band

Musical Acts and Popular Music will be rendered All Day and Evening.

No goods will be sold during the evening. Handsome Souvenirs Free To All Visitors.



### Opening 'Kerchief Bargains

Ladies' Fine Cambric and Lawn Handkerchiefs hemstitched or with embroidered corners, worth fully 10c each, sale price . . . . . 3c  
100 dozen Ladies' Simple Handkerchiefs—over a hundred different styles, plain and fancy embroidered corners, fine lawn and linen, worth up to 50c each—your choice . . . . . 9c

### Opening Hosiery Bargains

Ladies' Fast Black Hose—regular the quality on sale Monday at, per pair . . . . . 3c  
Ladies' Fast Black Cotton Hose—extra quality, high spliced heel and toe, worth 25c a pair, sale price . . . . . 12c

### The People's Store Delivery System

We deliver in Omaha three times daily.  
South Omaha—Furniture Delivery every day, Grocery Delivery Tuesdays, Thursdays and Saturdays.  
Council Bluffs—Furniture Delivery every day, Grocery Delivery Mondays, Wednesdays and Fridays.  
Parcels Checked Free. SOUVENIRS FREE. Grand Free Concert.

OMAHA'S GREAT TOWN MARKET  
**THE PEOPLE'S STORE**  
LEADERS OF LOW PRICES  
16th and FARNAM STREETS, OMAHA.  
Chicago Office: 187 Michigan Ave.  
New York Office: 688 Broadway.  
London Office: 11 Cheapside.  
Paris Office: 69 Rue De La Opera.  
Ice Cream Soda 4c—Ice Cream Bricks 4c—Phosphates, per glass 2c

### Time Sales

8 to 9—Chain Bracelets, 50c value . . . . . 9c  
8 to 9—Solid Silver Cuff Buttons, pair 17c  
8 to 9—\$1.00 Umbrellas for 9c  
8 to 9—K. C. Baking Powder, can . . . . . 8c  
8 to 9—Battle Ax Plug Tobacco only . . . . . 6c

### Box Soap Free.

Please return to us checks No. 15 of the goods you bought here Thursday and receive as a reward a box containing 3 cakes of fine Toilet Soap, highly perfumed, worth 25c. Checks must call for purchase of 15c or over—number printed in red in lower left hand corner.

### \$1.00 Bracelets 25c

Sold only to those bringing this part of our advertisement. Handsome ladies' bracelets, worth \$1.00, only . . . . . 25c

### Opening Sale of Corsets

Ladies' Corsets—well made, perfect fitting, the newest models, all sizes, worth fully 75c, on sale Saturday for only . . . . . 49c  
The W. C. C. Corsets—a well known and thoroughly reliable make, ladies can make no mistake in selecting a corset that has stood the test. Exceptionally well made, perfect fitting, different styles and sizes, actually worth \$1.00—sale price . . . . . 98c

### Opening Sale of Gloves

We have the sole agency in Omaha for the Montfort Glove, made of fine kid, in the new shades of tan and oxblood, also white. These gloves were made in Arnstadt, Germany, and are equal in every respect to any \$1.50 glove on the market. We guarantee every pair we sell—your money back if they are not up to the standard—our price, per pair . . . . . \$1.00  
FREE—With every purchase of our gloves we will give free of charge a cake of Colgate's highly perfumed toilet soap.

### Special Low Prices on Shoes.

Our purchase of a bankrupt stock of shoes enables us to sell at the ridiculously low prices quoted below. Come early and get the cream. First choice is always desirable.

Over 1000 pairs of Children's Fine Shoes—in any number of styles, all sizes—are to be sold tomorrow at 40 per cent under value.  
240 pairs of Infant's Fine Turned shoes, real 75c values—on sale Monday for . . . . . 49c  
322 pairs of Child's Shoes—Made of selected kid stock, actually worth \$1 a pair, only . . . . . 59c  
520 pairs Misses' Shoes—Exceptional qualities, various styles, absolutely worth \$1.25 pair, Monday . . . . . 79c  
100 Doz Infant's Soft Soled Shoes—all colors and black and white, the half dollar kind . . . . . 19c  
Extra Special in Ladies' Shoes—over 400 pairs of the new golf shoes, high and low cut, tan and black—new bulldog and modified lasts, in fine kid or box calf, shoe store prices are \$4 to \$6, our prices for Monday . . . . . 1.98

### Here is a Snap in Men's Shoes—

Bargains that will impress themselves upon you. Note the savings.  
Men's \$1.50 Dress Shoes—well made, perfect fitting, a nice and comfortable shoe, on sale Monday . . . . . 98c  
Men's Fine Shoes—extra well made, good stock, in the new styles and toes, reg. \$2.25 values, for . . . . . 1.59  
Men's High Grade Footwear—shoes that everybody sells at \$3.50 and \$4. Why not save a dollar and a half on a pair, our price Monday is . . . . . 2.48  
Boy's Shoes, Too, are Underpriced. Little Boys' fine shoes, regular \$1.25 value, sale price . . . . . 89c  
Little Boys' \$1.50 Shoes—well made, perfect fitting, newest styles, sale price . . . . . 1.19  
Those Boys' \$2 Shoes—are on sale tomorrow for . . . . . 1.48  
The Best Boys' Shoes ever made, positively \$2.50 values for . . . . . 1.69

### Fall Opening in Our Dress Goods and Silk Dept.

We show by far the most exclusive novelties in fashionable fall fabrics of both domestic and foreign manufacture. The creations out-class the finest dress stuffs ever brought into this city. While we selected the qualities with painstaking care, we were sure to put the prices down.

### Wonderful Offers in Black and Colored Dress Goods.

As a starter we place on sale for tomorrow 500 pieces of dark colored Scotch plaids and make the most astonishing offer you ever heard of, per yd. . . . . 1c  
A money saver—100 pieces 45-in. all wool cheviot and tufted camel-hair suitings, the regular 75c and \$1.00 qualities—Special sale price for Monday, per yard . . . . . 19c  
Extra special—200 pieces of broad cloth in black and colors—the same goods that has been sold at a bargain for 75c a yard; your choice on Monday for only . . . . . 29c  
\$1.25 Crepons 59c—50 pieces black crepons, in the new rich fall patterns—goods that you are asked \$1.25 every where in the city—Special sale price for Monday, per yard . . . . . 59c  
A Great offer—54-in. golf suitings, all wool in oxford grey blue, grey brown mixtures—match them if you can at less than \$1.00 per yard—but one pattern to a customer—Monday at only . . . . . 39c  
\$4.00 Crepons \$1.25—Beautiful black crepons, the advance styles exclusive with us, actual \$4 qualities, on sale Monday for . . . . . \$1.25  
A bright and dazzling array of the styles in vogue this season.  
Novelty Silks—300 pieces of rich, rare novelty silks that will bring the silk buyers to The People's Store; positively \$2.00 and \$2.50 values—on sale for . . . . . 79c  
50 shades of colored taffetas—goods worth and sold every where at 75c per yard—on sale Monday at, per yd. . . . . 45c

### Fall Opening in Our Cloak Dept.

Displaying the new fall styles in Suits, GOLF Capes, Skirts, etc. Offering irresistible values for Monday.

Ladies' Handsomely Tailored Suits—made very stylish of new and beautiful fabrics, broadcloth and fine chevrons—jackets are nicely lined—actually worth \$10.00, on sale tomorrow . . . . . 4.98  
Beautiful Tailor-made Suits—in any number of attractive and desirable styles—made of the finest materials, including the popular Venetians—all shades. These garments are far superior to the kind others ask \$12.00 for—on sale Saturday for . . . . . 7.98  
Beautiful Imported Fall Garments—suits that have that air and grace indicative of the French origin—expertly tailored and exquisitely lined and finished—worth \$15.00—Friday's price . . . . . 9.98  
Remember The People's Store for Golf Capes—Our line is the most extensive in the city—the styles are the most exclusive—bentley golfers will not be able to monopolize—very gracefully shaped—effective patterns—\$12 value . . . . . 6.98  
Ladies' Fine Dress Skirts—The newest novelties, in handsome patterns—stylishly made—perfect fitting—garments that have that grace only visible in high priced goods—actual \$5.00 values . . . . . 2.98  
Beautiful Silk Petticoats—with rarest and richest colorings. Sold a great quantity of them Saturday, the first day they were put on sale—we continue the offer for Monday—choice of \$10 values . . . . . 4.98

### JEWELRY SALE.

Your choice of a big selection of beauty pins, different styles worth up to 15c, only . . . . . 2c  
Friendship Rings, solid or silver plated, or gun metal . . . . . 25c  
Kissing Rings—entirely new designs—50c value—only . . . . . 29c  
Handsome assortment of combs of every description—pompadour combs with rhinestone settings, side combs and back combs—on sale Monday at and above . . . . . 10c  
Handsome Lorgnette Chains—worth fully \$2.98, sale price only . . . . . 1.48  
Boys' Gold Plated Watch chains—sale price Monday—25c  
Ladies' Gun Metal Chatelaine watches, worth fully \$3, special sale price . . . . . 2.98  
SALE GOLF HATS.  
The latest styles in golf hats, trimmed in various ways, shapes of every description—Here is the way they are priced for Monday:  
\$1.00 Golf Hats . . . . . 49c  
\$1.50 Golf Hats . . . . . 98c  
\$2.00 Golf Hats . . . . . \$1.49

### Linens and Domestics.

Special Prices for Monday.  
20 pieces Half Bleached Satin Damask—elegant patterns, some slightly soiled, regular 50c values, special price, yd only . . . . . 27c  
20 pieces Bleached Table Damask, some without a blemish and some slightly soiled, retailed everywhere at \$1 a yard, special sale price . . . . . 53c  
3000 Yards of good quality of kitchen crash, 5c value, sale price, yd . . . . . 2c  
500 Doz. Huck Towels—extra quality, Irish linens, regular 25c grade, sale price only . . . . . 15c  
50 Cases Cream Shaker Flannel, perfect fresh goods, sale price, per yard . . . . . 1c  
300 pcs Striped Tennis Flannel, regular 6c kind, sale price, per yard . . . . . 3c  
500 pcs Bleached Cotton Flanne s, extra heavy quality, retailed everywhere at 15c per yard, sale price only . . . . . 7c  
5 Cases Standard Prints on sale Monday, at per yard . . . . . 1c

### Wonderful Grocery Bargains

Things You Need Daily at One-third Less than Ordinary Prices.  
Phone 1024 and give your order it will receive prompt attention.  
5 LBS. GRANULATED SUGAR FOR . . . . . 23c  
HIGH GRADE BROKEN NAVY BRAND JAVA COFFEE, lb. . . . . 7c  
FANCY SPIDER LEG JAPAN TEA or English Breakfast Tea, per lb. . . . . 25c  
GOLD MEDAL FLOUR—per sack—only . . . . . 89c  
1 lbs. HAND PICKED NAVY BRANDS ONLY—PACKAGE . . . . . 14c  
CORN STARCH . . . . . 2c  
BEST ELGIN CREAMERY BUTTER . . . . . 18c  
FULL CREAM CHEESE, per lb. . . . . 8c  
A. B. C. SODA OR OYSTER CRACKERS—per pound . . . . . 3c  
BOSTON BUTTER CRACKERS, per lb. . . . . 7c  
LARGE BOTTLE PURE TOMATO CATCHUP . . . . . 7c  
L.B. CAN BLOOD RED SALMON ONLY . . . . . 8c  
DR. PRICES OR ROYAL BAKING POWDER, per can . . . . . 36c  
ARBUCKLE COFFEE, 7c per package only . . . . . 7c  
FANCY MIXED PICKLING SPICES—per pound . . . . . 10c  
NO. 1 PICNIC TOBACCO—per pound—this sale . . . . . 39c  
HAMS, per pound . . . . . 6c  
3 GOOD NICKEL CIGARS—this sale only . . . . . 5c  
SPECKLED TROUT CIGARS—per box of 50 only . . . . . 69c  
QUAIL BRAND OAT-MEAL, per pkg., only . . . . . 4c  
LARGE PACKAGE POST-TUM CEREAL COFFEE. . . . . 12c  
BULK STARCH—per pound . . . . . 2c  
PARLOR MATCHES—package . . . . . 8c  
FANCY MIXED GERMAN BIRD SEED, per pkg . . . . . 2c  
OIL OR MUSTARD . . . . . 2c  
EXTRA LARGE FRENCH PRUNES—per lb. . . . . 3c  
10 BARS SANTA CLAUS OR WHITE RUSSIAN SOAP . . . . . 19c  
DUKES' MIXTURE, MEERSCHAUM, YUM YUM or ROSE LEAF SMOKING TOBACCO—packages . . . . . 3c  
NO. 1 PICNIC TOBACCO—per pound—this sale . . . . . 39c

### Muslin Underwear.

Ladies' Fine Muslin Night Gowns—beautifully trimmed with embroidery, very good quality, worth fully \$1, special sale price . . . . . 59c  
Ladies' Extra Quality Muslin Night Gowns—with handsome lace and embroidery trimming, very beautiful garments, extra length, \$1.25 value, only . . . . . 69c  
Ladies' Finest Muslin Night Gowns—very fine lace and embroidery trimmings on—sale price only . . . . . 98c  
Muslin Corset Covers—well made, nicely finished, worth 20c, sale price . . . . . 9c  
Fine Corset Covers—with beautiful trimmings, worth fully 75c, sale price, only . . . . . 39c  
Sale on Ladies Underwear.  
Ladies' Fine Egyptian Vests—with long sleeves, shaped body, in ecru, worth fully 20c each . . . . . 12c  
Ladies' Combination Suits—fine Egyptian cotton, in white for early fall wear, worth 50c, only . . . . . 25c

### MEN'S FURNISHINGS.

Men's Unlaundered shirts—with linen bosom—50c value . . . . . 29c  
Men's fancy neck, string ties; very handsome patterns—23c only . . . . . 23c  
Men's puffed bosom shirts; worth 75c, sale price—only . . . . . 39c  
Men's fast black hose—worth 20c per pair only . . . . . 10c  
WONDER PRICES ON NOTIONS AND SUNDRIES.  
10c cake of buttermilk soap, on sale for . . . . . 5c  
200 yds. Florence b string thread, 3 spools for . . . . . 5c  
Bristle Tooth Brushes—bleached bone handles . . . . . 5c  
Rubber dressing combs, the value, only . . . . . 4c  
De Long hooks and eyes, per yard, only . . . . . 7c  
Silk covered cushions . . . . . 5c  
SPECIAL RIBBON PRICES.  
All silk ribbon No. 5, all colors, plain and fancy, yard . . . . . 3c  
Wide fancy ribbons, worth fully 25c a yard, only . . . . . 5c

# Great September Sale of Furniture

A positive saving of 25 to 75 per cent on all household needs—Furniture, Carpets, Draperies, Lamps, Stoves, Crockery, Kitchen Utensils.

Beautiful 3-piece Parlor Suite—mahogany frame, rare carvings, finest corduroy or velour coverings, 3 large pieces, \$25 value . . . . . 13.75  
Five-piece Parlor Suite—solid oak frame, richly carved, plush coverings in all shades, full spring seat and edge, \$40 value . . . . . 23.75  
Elegant Turkish Couch—full size—with best grade No. 2 steel springs, large roll head, finest velour covering, 1900 design, \$15.00 value, September sale price, only . . . . . 7.85  
3-piece Bed Room Suite—fine oak finish, beautiful carving, large dresser with beautiful plate glass mirror, worth \$22.00—sale price only . . . . . 13.85  
Large Hardwood Kitchen Table—extra strong, has nice turned legs, \$1.50 value . . . . . 98c  
Handsome Dining Room Chair—hand-some carvings, can a seated, worth fully \$1.25, sale price . . . . . 79c  
Solid Oak Dining Room Chairs—cane seats, with brass arms, elegantly polished, high backs, worth every cent, of \$2, special sale 1.29 price tomorrow . . . . . 98c  
Large Chiffoniers—antique finish, with large plate mirror, nice carvings on top, 4 drawers, solid brass handles, \$15 value, for . . . . . 9.98  
Solid Quartered Oak China Cabinet with heavy glass doors and sides, 4 large adjustable shelves, nicely finished \$20.00 value . . . . . 12.75  
Star Estate Steel Range—very nicely made, of heavy wrought steel, highly polished, full nickel trimmings, has duplex grate for wood or coal, worth \$45, special . . . . . 29.50  
Four-Hole Cook Stove—very heavy castings, full nickel trimmings, good oven, guaranteed good baker, worth \$13, sale . . . . . 8.98  
Price only . . . . . 8.98  
100-piece Dinner Sets—fine English ware, beautiful decorations, dainty tint, \$12.00 values . . . . . 6.85  
6-piece Toilet Sets—handsome designs, elegantly decorated, fine English ware, worth fully \$3.00, only . . . . . 1.49  
Heavy Pressed Tumblers, full size, worth \$2.00 each, only . . . . . 2c  
Half Gallon Glass Jugs—different patterns, worth fully 18c, only . . . . . 10c  
Beautiful Circular Top Extension Table—has 5 massive fluted legs, fine polished ball bearings casters—\$23 value . . . . . 14.75  
White Enamel Beds—beautiful designs, has solid brass trimmings, extra heavy corner posts and steel side rails, worth \$6.50, only . . . . . 3.98  
Cotton Top Mattresses—good filling covered with fine ticking—worth fully \$2.50, only . . . . . 1.49  
Beautiful Mahogany Rocker—cobbler or wood seat, richly carved, extra full size, a positive \$5 value—September sale price . . . . . 2.69  
Handsome Tabourettes—solid top, antique or mahogany, an ornament to any room—\$1.00 value . . . . . 59c  
Elegant Turkish Couch—full size—with best grade No. 2 steel springs, large roll head, finest velour covering, 1900 design, \$15.00 value, September sale price, only . . . . . 7.85  
3-piece Bed Room Suite—fine oak finish, beautiful carving, large dresser with beautiful plate glass mirror, worth \$22.00—sale price only . . . . . 13.85  
Large Hardwood Kitchen Table—extra strong, has nice turned legs, \$1.50 value . . . . . 98c  
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Heavy Pressed Tumblers, full size, worth \$2.00 each, only . . . . . 2c  
Half Gallon Glass Jugs—different patterns, worth fully 18c, only . . . . . 10c  
Strong Built Trunks—covered with sheet iron, nicely japanned, nicely lined, complete with hat box and tray, also other convenient partitions, solid steel corners with brass lock, worth fully \$6.00, only . . . . . 4.25  
Grand Sewing Machines—every machine warranted, a written guarantee given—These machines embody all the improvements of the best sewing machines, adapted for all kinds of plain and fancy sewing, light running, worth fully \$40, September sale price . . . . . 24.50  
Fine Nottingham Lace Curtains—elegant designs, very beautiful patterns, 3 1/2 yards long, our own importation, \$1.25 values, for . . . . . 1.25  
Beautiful Tapestry Portieres—all shades and designs, over 200 different patterns, worth \$3.00 a pair, sale price, only . . . . . 2.98  
Beautiful Rope Portieres—worth fully \$3.50, only . . . . . 1.98  
Ingrain Carpets—closely woven, new and rich designs, worth only . . . . . 29c  
Elegant Tapestry Brussels Carpets—rare patterns, worth full \$6 a yard . . . . . 59c  
Axminster or Moquette Carpets—with or without border to match, 100 designs, worth \$1.25 a yard, only . . . . . 89c  
Child's Bed—hardwood frame, antique finish, low wove—special sale, worth fully \$10, price . . . . . 3.24

IMPORTANT We desire to inform the public that all merchandise on our main floor, such as Dry Goods, Groceries and Shoes, will be sold for cash only. Merchandise on every other floor, such as Ready-made Wearing Apparel, Millinery, Furniture, Carpets, Stoves and Household Goods, will be sold as heretofore—either for cash or on the easy payment plan.